

## **PRIVACY POLICY**

This site is owned and operated by Monkey Knuts®. Your privacy on the Internet is of the utmost importance to us. At Monkey Knuts®, we want to make your experience online satisfying and safe. Because we gather certain types of information about our users, we feel you should fully understand our policy and the terms and conditions surrounding the capture and use of that information. This privacy statement discloses what information we gather and how we use it.

## **INFORMATION MONKEY KNUTS® GATHERS AND TRACKS**

Monkey Knuts® gathers two types of information about users:

- Information that users provide through optional, voluntary submissions. These are voluntary submissions to receive our electronic newsletters, to participate in our message boards or forums, to email a friend and from participation in polls and surveys:
- Information Monkey Knuts® gathers through aggregated tracking information derived mainly by tallying page views throughout our sites. This information allows us to better tailor our content to customers' needs and to help our advertisers and sponsors better understand the demographics of our audience. Under no circumstances does Monkey Knuts® divulge any information about an individual user to a third party.

Monkey Knuts® Gathers User Information In The Following Processes:

### **1. Electronic newsletters policy (Dispatches)**

We will offer a free electronic newsletter to users. Monkey Knuts® gathers the email addresses of users who voluntarily subscribe. Users may remove themselves (or unsubscribe) from this mailing list by following the link provided in every newsletter that points users to the subscription management page. Users can also unsubscribe to the newsletters at any time by contacting us directly.

### **2. "E-mail this to a friend" policy**

Our site users can choose to electronically forward a link, page, or documents to someone else by clicking "e-mail this to a friend". The user must provide their email address, as well as that of the recipient. This information is used only in the case of transmission errors and, of course, to let the recipient know who sent the email. The information is not used for any other purpose.

### **3. Surveys**

Monkey Knuts® may occasionally conduct user surveys to better target our content to our past customers. We sometimes share the aggregated demographic information in these surveys with our sponsors, advertisers and partners. We never share any of this information about specific individuals with any third party.

## **PRIVACY POLICY USE**

How the information you gather is used if relevant:

### **USE OF INFORMATION**

Monkey Knuts® uses any information voluntarily given by our users to enhance their experience in our network of sites, whether to provide interactive or personalized elements on the sites or to better prepare future content based on the interests of our .

As stated above, we use information that users voluntarily provide in order to send out electronic newsletters and to enable users to participate in polls, surveys, message boards, and forums. Monkey Knuts® never shares newsletter mailing lists with any third parties, including advertisers, sponsors or partners.

When we use tracking information to determine which areas of our sites users like and don't like based on traffic to those areas. We do not track what individual users read, but rather how well each page performs overall. This helps us continue to build a better service for you. We track search terms entered in Search function as one of many measures of what interests our users.

Monkey Knuts® creates aggregate reports on user demographics and traffic patterns for advertisers, sponsors and partners. This allows our advertisers to advertise more effectively, and allows our users to receive advertisements that are pertinent to their needs. Because we don't track the usage patterns of individual users, an advertiser or sponsor will never know that a specific user clicked their ad. We will not disclose any information about any individual user except to comply with applicable law or valid legal process or to protect the personal safety of our users or the public.

### **SHARING OF THE INFORMATION**

Monkey Knuts® uses the above-described information to tailor our content to suit your needs and help our advertisers better understand our audience's demographics. We will not share information about individual users with any third party, except to comply with applicable law or valid legal process or to protect the personal safety of our users or the public.

### **SECURITY**

Monkey Knuts® operates secure data networks protected by industry standard firewall and password protection systems. Our security and privacy policies are periodically reviewed and enhanced as necessary and only authorized individuals have access to the information provided by our customers.

### **YOUR CONSENT**

By using this site, you consent to the collection and use of this information by Monkey Knuts®. If we decide to change our Privacy Policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it, and under what circumstances we disclose it.

Effective Date: January 1, 2012